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DOCKET NO.: MS131753.03/MSFTP222USB

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re patent application of

Applicant: **David Maxwell Chickering, et al.**
Serial No.: **09/430,767**
Filed: **October 29, 1999**
For: **CLUSTER-BASED AND RULE BASED APPROACH FOR AUTOMATED WEB-BASED TARGETED ADVERTISING WITH QUOTAS**
Art Unit: **2121**
Examiner: **Wilbert L. Starks**

SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

1. Pursuant to 37 C.F.R. §1.97 and §1.98, and in compliance with 37 C.F.R. §1.56, the Office's attention is directed to the patents, publications and other information listed on the attached PTO-1449. A copy of each listed document is enclosed except for: (a) pending applications; (b) those previously cited or submitted to the Office in the following application(s) upon which this application relies for an earlier filing date under 35 U.S.C. §120; and/or (c) U.S. Patent(s) and published applications(s).

Serial No.: _____
Filing Date: _____

Regarding any document, publication or other information for which a date is not given on the attached PTO-1449, Applicant(s) believe(s) the same may qualify as "prior" art to this application and should be treated accordingly, although Applicant(s) reserve(s) the right to contest the prior art status of any document, publication or information, should issue arise.

2. Regarding each listed document that is not in the English language, an English-language translation accompanies this Statement as indicated on the attached PTO-1449 or a concise explanation of the relevance of the document is set forth in the following document(s):

- (a) ☐ Copy of each English language version of a search report indicating the degree of relevance found by the foreign office of each document being submitted from the search report.
- (b) ☐ Attachment entitled "Concise Explanation of Relevance of Non-English Language Documents".

3. Pursuant to 37 C.F.R. §1.97(b) this Statement is being filed (one must be checked):

- (a) ☐ Within 3 months of the filing date or date of entry into the National Stage.
- (b) ☐ Before the mailing date of a first Office Action on the merits. If this Statement is not filed before the mailing date of a first Office Action on the merits, the required certification is given below or, in the absence thereof, the Office is authorized to charge the required fee set forth in 37 C.F.R. §1.17(p) to Deposit Account No. 50-1063 for consideration of this Statement.
- (c) ☐ Before the mailing date of an Office Action after the filing of a request for continued examination under 1.114.

(d) ☒ After the period set forth in 37 C.F.R. §1.97(b) but before the mailing date of either a final action or a notice of allowance.

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(iii) ☒ Enclosed is a credit card payment form covering the fee.

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(3) ☐ Enclosed is a credit card payment form covering the fee.

4. Certification (if applicable)


(a) ☐ The undersigned hereby certifies that each item of information contained in this Statement was cited in a communication from a foreign patent office in a counterpart foreign application not more than 3 months prior to the filing of this Statement.

(b) ☐ The undersigned hereby certifies that no item of information contained in this Statement was cited in a communication from a foreign patent office in a counterpart foreign application or, to the undersigned's knowledge after making reasonable inquiry, was known to any individual designated in 37 C.F.R. §1.56(c) more than 3 months prior to the filing of this Statement.

5. The Commissioner is hereby authorized to charge any additional fees or credit any overpayment to Deposit Account No. 50-1063.

Respectfully Submitted,

By


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CERTIFICATE OF MAILING

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3-28-06
Date


Christina M. Padamonsky



PTO/SB/08a (08-03)

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**SUPPLEMENTAL
INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**

(Use as many sheets as necessary)

Sheet

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of

2

Complete if Known

Application Number	09/430,767
Filing Date	October 29, 1999
First Named Inventor	David Maxwell Chickering
Art Unit	2121
Examiner Name	Wilbert L. Starks
Attorney Docket Number	MS131753.03/MSFTP222USB

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code ² (if known)			
/WS/		US- 6,876,974	04-05-2005	Marsh, et al.	
/WS/		US- 6,463,585	10-08-2002	Hendricks, et al.	
/WS/		US- 6,286,005	09-04-2001	Cannon	
/WS/		US- 5,635,978	06-03-1997	Alten, et al.	
/WS/		US- 5,848,397	12-08-1998	Marsh, et al.	
/WS/		US- 6,026,369	02-15-2000	Capck	
/WS/		US- 6,055,510	04-25-2000	Henrick, et al.	
/WS/		US- 6,128,663	10-03-2000	Thomas	
/WS/		US- 6,134,532	10-17-2000	Lazarus, et al.	
/WS/		US- 6,665,653	12-16-2003	Heckerman, et al.	
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FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T ^d
		Country Code ³ Number ⁴ Kind Code ⁵ (if known)				

Examiner
Signature

/Wilbert L. Starks, Jr./

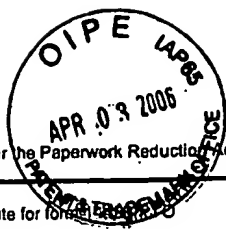
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04/15/2007

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First Named Inventor	David Maxwell Chickering
Art Unit	2121
Examiner Name	Wilbert L. Starks
Attorney Docket Number	MS131753.03/MSFTP222USB

NON PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
/WS/		R. DEDRICK; "A Consumption Model for Targeted Electronic Advertising", IEEE Multimedia, Summer 1995, p. 41-49, vol. 2, no. 2	
/WS/		R.R. YAGER; "Targeted e-commerce marketing using fuzzy intelligent agents", IEEE Intelligent Systems, November-December 2000, p.42-45, vol. 15, no. 6	
/WS/		M. CHARIKAR, et al.; "On Targeting Markov Segments", Proceedings of the Thirty-First Annual ACM Symposium on Theory of Computing, 1999, pp.99-108	
/WS/		CHICKERING, et al.; "Targeted Advertising with Inventory Management", EC'00, 2000, pp. 1-5	
/WS/		CHICKERING, et al.; "A Decision Theoretic Approach to Targeted Advertising", Microsoft Research, pp. 1-7	
/WS/		CHICKERING, et al.; "Goal-Oriented Clustering", Technical Report, May 2000, p.1-9	
/WS/		DAVID HECKERMAN; "A Tutorial on Learning with Bayesian Networks", Technical Report, March 1995, pp. 1-57	
/WS/		M. LANGHEINRICH, et al.; "Unintrusive Customization Techniques for Web Advertising", http://www8.org/w8-papers/2b-customizing/unintrusive/unintrusive.html , Viewed November 28, 2000, p. 1-19	

Examiner
Signature

/Wilbert L. Starks, Jr./

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Considered

04/15/2007

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DOCKET NO.: MS131753.3/MSFTP222USB

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In patent application of

Applicant: **David E. Heckerman, et al.**

Serial No.: **09/430,767**

Filed: **October 29, 1999**

For: **CLUSTER-BASED AND RULE-BASED APPROACH FOR AUTOMATED WEB-BASED
TARGETED ADVERTISING WITH QUOTAS**

Art Unit: **2121**

Examiner: **Wilbert L. Starks**

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Serial No.:	<u>60/142,330</u>	<u>09/430,737</u>	<u>09/565,583</u>
Filing Date:	<u>7/3/1999</u>	<u>10/29/1999</u>	<u>5/4/2000</u>

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4. Certification (if applicable)

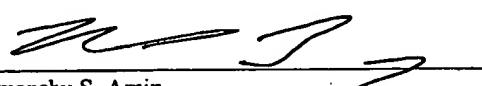
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Respectfully Submitted,

By

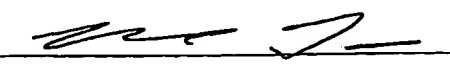

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10-6-05
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Himanshu S. Amin



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October 29, 1999

First Named Inventor

David E. Heckerman, et al.

Art Unit

2121

Examiner Name

Wilbert L. Starks

Attorney Docket Number

MS131753.3/MAFTP222USB

U. S. PATENT DOCUMENTS

[illegible]

FOREIGN PATENT DOCUMENTS

[illegible]

Examiner Signature	/Wilbert L. Starks, Jr./	Date Considered	04/15/2007
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